

## **WBA's DTV REGIONAL MEETINGS HELP EDUCATE WI!**

What a terrific way to help spread the word on the upcoming DTV Transition! Close to 1,000 community leaders, consumers, newspapers, and broadcasters attended the WBA's DTV Regional Meetings, which were held around the state in March. That doesn't take into account the many interviews provided to television stations, radio stations and newspapers which also ran in those respective communities as a result of the Regional Meetings; the many community leaders who took information to share with their respective populations; or the consumers who simply took a few extra flyers to share with a friend or two - all creating an effective domino effect in terms of educating the public on the DTV transition, and making sure that no one is left behind on February 17, 2009. The DTV Regional schedule was as follows: March 10, Leigh Yawkey Art Museum, Wausau; March 13, Plaza Hotel, Eau Claire; March 18, Hyatt Regency, Milwaukee; March 20, Lambeau Field, Green Bay; March 25, Stoney Creek Inn, La Crosse; and March 26, Monona Terrace, Madison. Each meeting ran from 1:00 to 2:00 p.m. WBA Vice President Linda Baun manned a table to provide attendees with an assortment of handouts (in Hmong and Spanish, too) on the transition. WBA President Michelle Vetterkind kicked off the meetings with a summary of the transition itself - why it is happening, who is affected, how to get a coupon voucher, and what local broadcasters are doing to educate the public. This was followed by a local television Broadcast Engineer providing a converter box demonstration and answering a myriad of technical questions. In addition, all local broadcast managers were brought up to the front of the room to help field questions. We had fantastic support from the local broadcast stations in each market! It was a great opportunity for all broadcasters in a market to provide a unified front for their viewers.